

**DISCLOSURE BY NON-ELECTED STATE EMPLOYEE OF FINANCIAL INTEREST  
AND DETERMINATION BY APPOINTING AUTHORITY  
AS REQUIRED BY G. L. c. 268A, § 6**

	<b>STATE EMPLOYEE INFORMATION</b>
Name:	J.J. Sylvia IV
Title or Position:	Associate Professor
State Agency:	Fitchburg State University
Agency Address:	160 Pearl St., Fitchburg, MA 01420
Office Phone:	978-665-3418
Office E-mail:	Jsylvania3@fitchburgstate.edu
	My duties require me to participate in a particular matter, and I may not participate because of a financial interest that I am disclosing here. I request a determination from my appointing authority about how I should proceed.
	<b>PARTICULAR MATTER</b>
Particular matter  E.g., a judicial or other proceeding, application, submission, request for a ruling or other determination, contract, claim, controversy, charge, accusation, arrest, decision, determination, or finding.	<p>I am planning to assign several readings that were published by me across three different classes.</p> <ul style="list-style-type: none"> <li>• COMM 4230 and COMM 7005: <ul style="list-style-type: none"> <li>◦ "The Ethical Implications of A/B and Multivariate E-Commerce Optimization Testing" by J.J. Sylvia IV in <i>Ethical Issues in E-Business: Models and Frameworks</i></li> </ul> </li> <li>• COMM 9025 <ul style="list-style-type: none"> <li>◦ Sylvia IV and Moody, "False Information Narratives: The IRA's 2016 Presidential Election Facebook Campaign," in <i>Deception, Fake News and Misinformation Online</i></li> </ul> </li> <li>• COMM 1105 <ul style="list-style-type: none"> <li>◦ OER Textbook, <i>The Data Renaissance: Analyzing the Disciplinary Effects of Big Data, Artificial intelligence and Beyond</i> by J.J. Sylvia IV.</li> </ul> </li> </ul> <p>Each of these publications represent an area of my expertise for which there is not another similar reading on the topic. These publications are either available for free under Creative Commons license or are being made available for free under educational fair use laws as part of the assigned reading in the course. I will not be making any money from assigning these publications and students will not have to pay anything to access them.</p>
Your required participation in the particular matter:  E.g., approval, disapproval, decision, recommendation, rendering advice, investigation, other.	I am seeking approval for including this material.
	<b>FINANCIAL INTEREST IN THE PARTICULAR MATTER</b>
Write an X by all that apply.	<p><input type="checkbox"/> I have a financial interest in the matter.</p> <p><input type="checkbox"/> My immediate family member has a financial interest in the matter.</p> <p><input type="checkbox"/> My business partner has a financial interest in the matter.</p> <p><input type="checkbox"/> I am an officer, director, trustee, partner or employee of a business organization, and the business organization has a financial interest in the matter.</p> <p><input type="checkbox"/> I am negotiating or have made an arrangement concerning future employment with a person or organization, and the person or organization has a financial interest in the matter.</p>
Financial interest in the matter	I have no financial interest in this matter (\$0.00).

Employee signature:	<i>A. J. Sylvia</i>
Date:	4/1/24

### DETERMINATION BY APPOINTING OFFICIAL

	<b>APPOINTING AUTHORITY INFORMATION</b>
Name of Appointing Authority:	Richard S. Lapidus
Title or Position:	President
Agency/Department:	Fitchburg State University
Agency Address:	160 Pearl Street
Office Phone:	978-665-3421
Office E-mail	rlapidus@fitchburgstate.edu
	<b>DETERMINATION</b>
Determination by appointing authority:  <b>Write an X by your selection.</b>	<p>As appointing official, as required by G.L. c. 268A, § 6, I have reviewed the particular matter and the financial interest identified above by a state employee.</p> <p><input type="checkbox"/> I am assigning the particular matter to another employee, or</p> <p><input type="checkbox"/> I am assuming responsibility for the particular matter, or</p> <p><input checked="" type="checkbox"/> I have determined that the financial interest is not so substantial as to be deemed likely to affect the integrity of the services which the Commonwealth may expect from the employee.</p>
Appointing Authority signature:	<i>Richard S. Lapidus</i>
Date:	4/8/24
Comment:	

Attach additional pages if necessary.

File copy with:

**State Ethics Commission, One Ashburton Place, Room 619, Boston, MA 02108**

Form Revised February, 2012

2024 APR 16 AM 11:16  
STATE ETHICS COMMISSION